IBM SmartCloud
Rethink IT. Reinvent Business.
On today’s Smarter Planet, businesses globally are challenged to innovate while managing an unprecedented rate of change.

- **200 Billion** physical assets with IT intelligence
- **1 Billion** consumers will have SmartPhones
- **62%** of workloads will be Cloud-based
- **60,000** cyber attacks every day
Organizations must balance optimization with innovation to enable new product and service models.

**Optimization**

**Innovation**

New economics of IT fuels investments in innovation.

Innovation drives need for continuous IT optimization.
Leveraging the transformational power of Cloud computing

Enable new business models and client relationships

Deliver secure IT without boundaries

Improve the agility and dexterity of business

Speed delivery of product and service innovation

Lowers Complexity & Changes the Economics of IT
IBM’s Smarter approach to interoperability in the Cloud


IBM solutions are built on a comprehensive, open reference model for secure cloud computing

The Cloud Standards Customer Council’s activities include:

- Establishing the criteria for open, standards-based cloud computing, driven by customer use cases.
- Providing guidance to the multiple cloud standards-defining bodies.
- Defining best-practices and producing case studies, use cases, requirements, gap analysis and recommendations for cloud standards.

400+ participating companies

50% operate outside the IT realm
Storwize Connector

Transparent Cloud Storage Gateway

Can be configured to connect to one or more clouds (public, private, or hybrid), adds encryption, integrity, and resiliency, it’s transparent to GPFS and manages keys.
Our own use of cloud extends across the entire IBM organization and has transformed the IBM business on multiple levels

• **109,000 IBM employees** use Blue Insight, the world’s largest business analytics private cloud.

• **1,800 IBM marketers** across 6 continents utilize IBM cloud-based Marketing Operations daily.

• **6,000 IBM users** of Blueworks Live to improve internal business processes

• **200 million minutes** of IBM web conferencing with IBM SmartCloud Meetings.

• **Avoiding over $20M in expenses** over 5 years with our private analytics cloud.

• **1,200 users** in IBM China development labs, plus IBM Call Center teams in the United States and India, have migrated to a desktop cloud environment.
The Power of Cloud: Transforming healthcare with IBM SmartCloud and Watson

Medical knowledge is growing more quickly than doctors can keep up with

In the U.S. alone, up to 15% of medical diagnoses are inaccurate or incomplete.¹
Digitized medicine in North America alone will grow 400% by 2015
Reaching a total of 14,000 terabytes of data, or 7,500 times the data in all U.S. libraries combined. ²

Delivering improved care more quickly and confidently than ever before.

Watson, now available via the cloud to a personal computer, tablet or smartphone, allowing more access by more doctors and hospitals.

“…health care pros make accurate treatment decisions only 50% of the time (a shocker to me). Watson, once it is trained in a medical specialty, can make accurate decisions 90% of the time.”
- Samuel Nussbaum, WellPoint Inc. Chief Medical Officer

² Source: http://www.watson.com/
What to look for in a Cloud Provider

- Expertise to deliver enterprise-class, dynamically orchestrated services at scale
- World-class security and resilience
- Client control through self-service and open, enterprise management tools
- Workload optimized deployment models for hybrid delivery